

Message Text

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21

ACTION CU-03

INFO OCT-01 NEA-06 ISO-00 EUR-08 /018 W
----- 020557

R 070626Z NOV 74

FM AMEMBASSY KUWAIT

TO AMEMBASSY BONN

INFO USIA WASHDC

SECSTATE WASHDC 0000

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USIAC

USIA FOR INA AND ICS

STATE FOR CU

E.O. 11652: N/A

SUBJECT: AMERICAN RODEO TO KUWAIT?

1. ALLEN JOCOB (AMERICAN HORSE FARMS, 6753 OTTENBERG, GERMANY
TEL: 063-01-2285) TELEPHONED POST TODAY FROM GERMANY SAYING HE
HOPES BRING RODEO TO KUWAIT FOR MONTH BEGINNING MARCH 1975 IF
CAN MAKE SUITABLE ARRANGEMENTS, IF GOOD LOCAL RESPONSE LIKELY
AND IF CAN COVER COSTS. HE WAS SEEKING OUR ADVICE ON WHETHER
KUWAITIS WOULD GO FOR RODEO. OUR INITIAL REACTION IS THAT
PROBABLY WOULD BE POPULAR, BUT WE POINTED OUT THAT THIS MERELY
OFF TOP OF HEAD FEELING.

2. BEFORE PURSUING INFORMALLY FURTHER, REQUEST BONN'S APPRAISAL
OF RODEO QUALITY, RELIABILITY OF AHF AND ANY OTHER PERTINENT
INFORMATION. JACOB SAID THAT AHF RODEO HAS PERFORMED WIDELY IN
WEST GERMANY DURING PAST 4 YEARS AND WITH CONSIDERABLE SUCCESS.

3. JACOB STATED THAT WOULD LIKE BRING SHOW BETWEEN SEASONS
IN GERMANY AND IS INTERESTED IN KUWAIT BECAUSE HE FEELS IT
SHOULD BE ABLE COVER COSTS AND IS PLACE ENTIRELY DIFFERENT FROM
ANYWHERE RODEO HAS PREVIOUSLY GONE. HE CLAIMS THAT COSTS WILL
RUN TO ABOUT \$150,000 AND IS THINKING IN TERMS OF MINIMUM OF
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30,000 SPECTATORS PAYING \$5 ADMISSION.

4. ACCORDING JACOB, WOULD BRING IN 20 COWBOYS, 6 COWGIRLS AND 60 ANIMALS. PERFORMERS SAID TO BE AMERICANS AND INCLUDE SOME CHAMPIONS. SHOW WOULD CONTAIN CLOWN ACTS, CALF ROPING, BRONC AND BULL RIDING AND BARREL RACING.

5. IF RODEO IS OF HIGH QUALITY AND MANAGEMENT RELIABLE, COULD CONSTITUTE IMPORTANT U.S. ATTRACTION, HAVING SAME TYPE OF BROAD APPEAL AS HOLIDAY ON ICE, SPONSORED IN AREA BY CU MORE THAN DECADE AGO AND STILL FONDLY REMEMBERED. ALSO WOULD HAVE APPEAL IN THAT NO USG FUNDING INVOLVED. WITHOUT BECOMING DIRECTLY INVOLVED, POST WOULD LIKE TO BE HELPFUL, BUT WANTS BONN'S COMMENTS FIRST. ALSO ANY INFORMATION THAT CU OR USIA MAY HAVE.
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